THE ART OF PERSUASION – USING CENSUS DATA TO INFLUENCE OTHERS

Activity Item

This activity uses the following online tool:

- Quick Facts
  www.census.gov/quickfacts

Student Learning Objectives

- I will be able to explore data access tools to gather information.
- I will be able to use census data in an advertisement.
- I will be able to write arguments supported with census data.

STATISTICS IN SCHOOLS

NAME:_____   DATE:_____

For this activity, you must understand these elements of **persuasive strategies:**

- Ethos
- Logos
- Pathos

You must also understand these **persuasive techniques:**

- Avant-garde
- Bandwagon
- Patriotism
- Plain folks
- Snob appeal
- Weasel words

To begin, go to *www.census.gov/quickfacts*. In the box at the top that says, "Enter state, city, town, or zip code," type the name of a city that you'd like to research for your advertisement. Be aware that cities with populations of 5,000 or fewer people are not included in the tool.

Think about the travel ads you watched before the activity to guide you in creating your own ad for the city you chose. Your ad should use census data to persuade people to come to your chosen city.

1. First, what is your role? Whom are you trying to persuade in your advertisement? Why are you trying to persuade them? Write your answers in the boxes below.

Here are some options you could use (feel free to come up with your own):

- A real estate agent trying to convince families to move to a city
- The mayor of a city trying to convince business owners to open locations in that city
- A travel agent trying to convince people to visit a city
- A resident of a city trying to convince nonprofits or community organizations to open branches in that city

Who am I?	Whom am I trying to persuade?	Why am I trying to persuade them?

2. What format will you use for your advertisement? (Keep in mind that the audience for your ad should influence the format you select.) Write your answer in the box below.

Here are some options you could use (feel free to come up with your own):

- A travel brochure – This could be appropriate for a travel agent trying to convince tourists to visit a city.

- A TV advertisement or multiple print advertisements – These could be appropriate for a real estate agent trying to convince people to move to the area.

- A documentary movie trailer – This could be used to convince a community that it needs some kind of support service, such as a homeless shelter.

- An opinion piece to be published in a city's newspaper – This could be appropriate for a resident trying to effect change in the community.

- A persuasive letter – This could be appropriate for a mayor who is trying to convince business owners to come to a city.

- A speech or pitch for a company or community town hall meeting – This could be used to convince people that a service or business is needed in the area.

Which format will I use for my advertisement? Describe the format and why you chose it.

3. Now it's time to collect everything you need to make your advertisement. The ad itself must include:

- A claim with reasons to support it. For example, "Denver is the best city for college graduates to live in because [reason 1], [reason 2], and [reason 3]."

- References to at least 10 data points from QuickFacts (for the most recent year available) in at least five different categories. So, for example, not all 10 data points can be related to population.

- Five different persuasive strategies and/or techniques

4. A document accompanying your ad must include:

- A reference page of all data points used in your advertisement, listed in the order they appear in the ad

- A list of every persuasive strategy and technique used in your ad, with a sentence for each explaining why you chose to include it

- A paragraph explaining the importance of using data to make decisions